



The Source

by **GINETTE GOTTSWILLER**, *American Angus Association*

Lay the foundation for your calves to qualify for the Chinese export market

Where's the beef? This could be a popular chant after China gets used to American beef again.

Are you ready to lay the foundation for your calves to potentially qualify for the Chinese export market?

One of the requirements is book-end source traceability. Calves must be enrolled at the ranch of origin in a third-party verification program. Calves must be individually identified with a program-compliant, tamper-evident tag. There are requirements in place if calves enter the United States from Canada and Mexico for traceability. The harvest facility will document the calves' source when they arrive.

The other portion of the equation is the ban on synthetic hormones and beta-agonists. Meat will be randomly tested upon arrival for any residue. While it is not a requirement for calves to be enrolled in a non-hormone-treated cattle program, the meat should meet China's zero-tolerance ban.

Will there be a premium?

Supply will be difficult to meet if premiums do not appear. Losing extra pounds of gain and increasing production costs to meet requirements isn't free. Will Chinese importers be willing to pay for those extra production costs? Time will tell.

What can you do today to get your foot in the door?

Enroll your calves in AngusSource® or Gateway, both USDA process-verified programs (PVP) to provide source and age

verification. The enrollment process isn't complicated. Here are the steps to get started enrolling calves in AngusSource.

1. Download an enrollment form at www.angussource.com or call 816-383-5100 to request a paper copy.
2. Send in a copy of your calving records along with your completed enrollment form.
3. An AngusSource administrator will spend approximately 20 minutes on the phone going through your training and enrollment.
4. Order your program-compliant AngusSource tags. I suggest you start the enrollment process one month prior to tagging your calves.
5. When the AngusSource or Gateway program-compliant tags arrive, open the box and plan when you will be tagging your calves before they leave your ranch.
6. Go to AAA Login at www.angusonline.org/logon.aspx or call AngusSource to complete your marketing document. A copy of your verification certificate, tag list and other important documents will be mailed to you in an AngusSource folder.

It isn't expensive to take this first step. A \$50 enrollment fee for each group of calves and the cost of the ear tag is your entry fee.

The export market is just one reason to enroll your calves in AngusSource. There are many more reasons — like



PHOTOS BY STACY BUTLER

increased market exposure from the Marketing Document that is generated with each enrollment. Currently there are more than 800 potential buyers who receive information about AngusSource calves selling. Producers are encouraged to include health and management information to give buyers an overall picture of their calf crops' potential to gain and grade in the feedyard.

Buyers know AngusSource-enrolled calves include quality genetics and have the potential to perform. Give AngusSource a call today to enroll your next calf crop.



Editor's Note: *Ginette Gottswiller is the director of commercial programs for the American Angus Association.*

